

Buy Detail Report

Revision #: Date: 7/26/2016

Client: Mike Weinholtz for Governor Campaign
 Media: Cable
 Product: Weinholtz for Governor
 Market: Salt Lake City-Ogden
 Primary Demo: Adults 21+
 Separation between spots: 30

Estimate: 1525
 Flight Start Date: 9/5/2016 03:00 AM
 Flight End Date: 11/13/2016 02:59 AM
 Buyer: Peggy Conway

Vendor: COMCAST, Salt Lake City Interco

Estimate Comments: This schedule ends 11/8 at 9am

Daypart Program	Daypart Code	STN Gross	Dur	Wks	9/5	9/12	9/19	9/26	10/3	10/10	10/17	10/24	10/31	11/7	Total Spots	Adults 21+ Rtg/CPP
Comments: Revised to include :60 NO SPOTS TO AIR PRIOR TO 9AM ON LABOR DAY																
1088 COMCAST, Salt Lake City Interco-Cable																
MTuWThFSaSu 7:00p-12:00a ESPN VARIOUS	EM	\$360.00	30	2	2	2	2	2	2	2	2	2	2	0	18	6.2
MTuWThFSaSu 7:00p-12:00a ESPN VARIOUS	EM	\$120.00	30	2	3	3	3	3	3	3	3	3	3	0	26	\$58.06 6.2
MTuWThF 5:00a- 9:00a ESPN VARIOUS	EM	\$45.00	30	2	2	2	2	2	2	2	2	2	2	0	18	\$19.35 1.4
MTu 5:00a- 9:00a ESPN VARIOUS	EM	\$45.00	30	0	0	0	0	0	0	0	0	0	0	1	1	\$32.14 1.7
SaSu 11:00a- 7:00p ESPN VARIOUS	EM	\$240.00	30	2	2	2	2	2	2	2	2	2	2	0	18	\$26.47 3.0
MTuWThFSaSu 5:00a-9:00a CNN VARIOUS	EM	\$150.00	30	2	2	2	2	2	2	2	2	2	2	0	18	\$80.00 0.9
MTuWThFSaSu 5:00a-9:00a CNN VARIOUS	EM	\$50.00	60	1	1	1	1	1	1	1	1	1	1	0	9	\$166.67 0.9
MTu 5:00a- 9:00a CNN VARIOUS	EM	\$75.00	30	0	0	0	0	0	0	0	0	0	0	1	1	\$55.56 0.8
MTuWThFSaSu 7:00p-12:00a CNN VARIOUS	EM	\$300.00	30	2	2	2	2	2	2	2	2	2	2	0	18	\$93.75 1.1
MTuWThFSaSu 7:00p-12:00a CNN VARIOUS	EM	\$50.00	30	2	2	2	2	2	2	2	2	2	2	0	18	\$272.73 1.1
																\$45.45

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Comments: Revised to include :60 NO SPOTS TO AIR PRIOR TO 9AM ON LABOR DAY																
1088 COMCAST, Salt Lake City Interco-Cable																
MTuWThFSaSu 7:00p-12:00a	EM	\$30.00	30	2	3	3	3	3	3	3	3	3	3	0	26	0.6
MNBC VARIOUS																\$50.00
M 7:00p-12:00a	EM	\$30.00	30	0	0	0	0	0	0	0	0	0	0	1	1	0.6
MNBC VARIOUS																\$50.00
MTuWThFSaSu 5:00a-9:00a	EM	\$25.00	30	2	2	2	2	2	2	2	2	2	2	0	18	0.5
MNBC VARIOUS																\$50.00
MTu 5:00a-9:00a	EM	\$25.00	30	0	0	0	0	0	0	0	0	0	0	1	1	0.6
MNBC VARIOUS																\$41.67
MTuWThFSaSu 7:00p-12:00a	EM	\$300.00	30	2	2	2	2	2	2	2	2	2	2	0	18	2.6
FXNC VARIOUS																\$115.38
MTuWThFSaSu 6:00p-12:00a	EM	\$50.00	30	1	1	1	1	1	1	1	1	1	1	0	9	2.8
FXNC VARIOUS																\$17.86
MTuWThF 5:00a-9:00a	EM	\$210.00	30	1	1	1	1	1	1	1	1	1	1	0	9	2.5
FXNC VARIOUS																\$84.00
MTuWThF 5:00a-9:00a	EM	\$35.00	30	1	1	1	1	1	1	1	1	1	1	0	9	2.5
FXNC VARIOUS																\$14.00
MTu 5:00a-9:00a	EM	\$105.00	30	0	0	0	0	0	0	0	0	0	0	1	1	2.5
FXNC VARIOUS																\$42.00
Su 7:00p-8:00p	EM	\$2,500.00	30	0	0	0	0	0	0	0	1	0	0	0	1	3.7
AMC The Walking Dead																\$675.68
MTuWThFSaSu 7:00p-12:00a	EM	\$120.00	30	2	2	2	2	2	2	2	1	2	1	0	16	1.0
AMC VARIOUS																\$120.00

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1088 COMCAST, Salt Lake City Interco-Cable																
MTuWThFSaSu 6:00p-12:00a AMC VARIOUS	EM	\$40.00	30	2	4	4	4	4	4	4	4	4	4	0	34	1.0
M 6:00p-12:00a HGTV VARIOUS	EM	\$195.00	30	0	0	0	0	0	0	0	0	0	0	1	1	\$40.00
MTuWThFSaSu 6:00p-12:00a HGTV VARIOUS	EM	\$195.00	30	2	2	2	2	2	2	2	2	2	2	0	18	\$102.63
MTuWThFSaSu 6:00p-12:00a HGTV VARIOUS	EM	\$65.00	30	2	3	3	3	3	3	3	3	3	3	0	26	2.1
MTuWThFSaSu 7:00p-12:00a HIST VARIOUS	EM	\$120.00	30	2	2	2	2	2	2	2	2	2	2	0	18	\$92.86
MTuWThFSaSu 7:00p-12:00a HIST VARIOUS	EM	\$40.00	30	2	3	3	3	3	3	3	3	3	3	0	26	2.1
SaSu 11:00a- 7:00p GOLF VARIOUS	EM	\$5.00	30	2	2	2	2	2	2	2	2	2	2	0	18	\$30.95
MTuWThFSaSu 7:00p-12:00a GOLF VARIOUS	EM	\$15.00	30	2	2	2	2	2	2	2	2	2	2	0	18	1.4
MTuWThFSaSu 7:00p-12:00a GOLF VARIOUS	EM	\$5.00	30	2	2	2	2	2	2	2	2	2	2	0	18	\$85.71
MTuWThFSaSu 7:00p-12:00a GOLF VARIOUS	EM	\$50.00	30	2	3	3	3	3	3	3	3	3	3	0	26	1.4
MTuWThFSaSu 7:00p-12:00a GOLF VARIOUS	EM	\$50.00	30	2	2	2	2	2	2	2	2	2	2	0	18	\$28.57
MTuWThFSaSu 7:00p-12:00a GOLF VARIOUS	EM	\$50.00	30	2	3	3	3	3	3	3	3	3	3	0	26	0.4
MTuWThFSaSu 7:00p-12:00a GOLF VARIOUS	EM	\$50.00	30	2	3	3	3	3	3	3	3	3	3	0	26	\$12.50
MTuWThFSaSu 7:00p-12:00a GOLF VARIOUS	EM	\$50.00	30	2	3	3	3	3	3	3	3	3	3	0	26	0.3
MTuWThFSaSu 7:00p-12:00a GOLF VARIOUS	EM	\$50.00	30	2	3	3	3	3	3	3	3	3	3	0	26	\$50.00
MTuWThFSaSu 7:00p-12:00a GOLF VARIOUS	EM	\$50.00	30	2	3	3	3	3	3	3	3	3	3	0	26	0.3
MTuWThFSaSu 7:00p-12:00a GOLF VARIOUS	EM	\$50.00	30	2	3	3	3	3	3	3	3	3	3	0	26	\$16.67
MTuWThFSaSu 7:00p-12:00a GOLF VARIOUS	EM	\$50.00	30	2	3	3	3	3	3	3	3	3	3	0	26	1.3
MTuWThFSaSu 7:00p-12:00a GOLF VARIOUS	EM	\$50.00	30	2	3	3	3	3	3	3	3	3	3	0	26	\$38.46

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Comments: Revised to include :60 NO SPOTS TO AIR PRIOR TO 9AM ON LABOR DAY																
1088 COMCAST, Salt Lake City Interco-Cable																
MTuWThFSaSu 7:00p-12:00a FX VARIOUS	EM	\$50.00	30	2	4	4	4	4	4	4	4	4	4	0	34	0.9
M 7:00p-12:00a FX VARIOUS	EM	\$50.00	30	0	0	0	0	0	0	0	0	0	0	1	1	\$55.56
MTuWThFSaSu 7:00p-12:00a TBSC VARIOUS	EM	\$71.00	30	2	3	3	3	3	3	3	3	3	3	0	26	2.1
MTuWThFSaSu 7:00p-12:00a TNT VARIOUS	EM	\$40.00	30	2	3	3	3	3	3	3	3	3	3	0	26	1.1
SaSu 11:00a- 7:00p ESPN VARIOUS	EM	\$480.00	60	1	1	1	1	1	1	1	1	1	1	0	9	3.0
MTuWThFSaSu 7:00p-12:00a CNN VARIOUS	EM	\$100.00	60	1	1	1	1	1	1	1	1	1	1	0	9	\$160.00
MTuWThFSaSu 7:00p-12:00a MNBC VARIOUS	EM	\$60.00	60	1	1	1	1	1	1	1	1	1	1	0	9	\$90.91
MTuWThFSaSu 5:00a-9:00a MNBC VARIOUS	EM	\$50.00	60	1	1	1	1	1	1	1	1	1	1	0	9	0.6
MTuWThFSaSu 6:00p-12:00a FXNC VARIOUS	EM	\$100.00	60	1	1	1	1	1	1	1	1	1	1	0	9	\$100.00
MTuWThF 5:00a- 9:00a FXNC VARIOUS	EM	\$70.00	60	1	1	1	1	1	1	1	1	1	1	0	9	2.8
																\$35.71
																2.5
																\$28.00

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Daypart Program	Daypart Code	STN Gross	Dur	Wks											Total Spots	Adults 21+ Rtg/CPP	
				9/5	9/12	9/19	9/26	10/3	10/10	10/17	10/24	10/31	11/7				
1088 COMCAST, Salt Lake City Interco-Cable		Comments: Revised to include :60 NO SPOTS TO AIR PRIOR TO 9AM ON LABOR DAY															
MTuWThFSaSu 6:00p-12:00a AMC VARIOUS	EM	\$80.00	60	1	1	1	1	1	1	1	1	1	1	0	9	1.0	
																\$80.00	
MTuWThFSaSu 6:00p-12:00a HGTV VARIOUS	EM	\$130.00	60	1	1	1	1	1	1	1	1	1	1	0	9	2.1	
																\$61.90	
MTuWThFSaSu 7:00p-12:00a HIST VARIOUS	EM	\$80.00	60	1	1	1	1	1	1	1	1	1	1	0	9	1.4	
																\$57.14	
SaSu 11:00a- 7:00p GOLF VARIOUS	EM	\$10.00	60	1	1	1	1	1	1	1	1	1	1	0	9	0.4	
																\$25.00	
MTuWThFSaSu 7:00p-12:00a GOLF VARIOUS	EM	\$10.00	60	1	1	1	1	1	1	1	1	1	1	0	9	0.3	
																\$33.33	
MTuWThFSaSu 7:00p-12:00a USA VARIOUS	EM	\$100.00	60	1	1	1	1	1	1	1	1	1	1	0	9	1.3	
																\$76.92	
MTuWThFSaSu 7:00p-12:00a TBSC VARIOUS	EM	\$142.00	30	1	1	1	1	1	1	1	1	1	1	0	9	2.1	
																\$67.62	
MTuWThFSaSu 7:00p-12:00a TNT VARIOUS	EM	\$80.00	60	1	1	1	1	1	1	1	1	1	1	0	9	1.1	
																\$72.73	
Total Spots:				64	75	75	75	75	75	75	75	74	7	670			
Total GRP/GIMP(000):				106.9	125.5	125.5	125.5	125.5	125.5	128.2	125.5	124.5	8.9				
Total CPP/CPM:																	
Total Cost:		\$67,934.00														670	
																	\$60.57

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Daypart Program	Daypart Code	STN Gross	Wks											Total Spots	Adults 21+ Rtg/CPP
			Dur	9/5	9/12	9/19	9/26	10/3	10/10	10/17	10/24	10/31	11/7		
1088 COMCAST, Salt Lake City Interco-Cable		Comments: Revised to include :60 NO SPOTS TO AIR PRIOR TO 9AM ON LABOR DAY													
Station Monthly Summary															
	SEP 16	\$21,319.00												214	
	OCT 16	\$38,905.00												375	
	NOV 16	\$7,710.00												81	
	Total Cost:	\$67,934.00												670	
Market Totals:															
			Total Spots:	64	75	75	75	75	75	75	75	74	7	670	
			Total GRP/GIMP(000):	106.9	125.5	125.5	125.5	125.5	125.5	128.2	125.5	124.5	8.9		1121.5
			Total CPP/CPM:												\$60.57
	Total Cost:	\$67,934.00												670	
Market Monthly Summary															
	SEP 16	\$21,319.00												214	
	OCT 16	\$38,905.00												375	
	NOV 16	\$7,710.00												81	
	Total Cost:	\$67,934.00												670	
All Market Monthly Summary															
	SEP 16	\$21,319.00												214	
	OCT 16	\$38,905.00												375	
	NOV 16	\$7,710.00												81	
	Total Cost:	\$67,934.00												670	

Buy Detail Report

Summary by Station/System

Date: 7/26/2016

Client: MIke Weinholtz for Governor Campaign
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Station	Total Spots	STN Gross	PCT	Adults 21+		
				CPP	GRP	PCT
				Reach Pct / Freq		
1088 COMCAST, Salt Lake City Interco-Cable						
	670	\$67,934.00	100%	\$60.57	1121.5	100%
Market Total:						
	670	\$67,934.00		\$60.57	1121.5	

Buy Detail Report

Summary by Station/Month

Date: 7/26/2016

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Station	Month	Total Spots	STN Gross	PCT
1088 COMCAST, Salt Lake City Interco-Cable				
	SEP 16	214	\$21,319.00	31%
	OCT 16	375	\$38,905.00	57%
	NOV 16	81	\$7,710.00	11%
Market Total:				
	SEP 16	214	\$21,319.00	31%
	OCT 16	375	\$38,905.00	57%
	NOV 16	81	\$7,710.00	11%
		670	\$67,934.00	

Buy Detail Report

Summary by Daypart

Date: 7/26/2016

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Daypart	Total Spots	STN Gross	PCT	Adults 21+		GRP	PCT
				CPP			
EM	670	\$67,934.00	100%	\$60.57		1121.5	100%
Market Total:	670	\$67,934.00		\$60.57		1121.5	

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Summary by Daypart/Week

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Daypart		9/5	9/12	9/19	9/26	10/3	10/10	10/17	10/24	10/31	11/7	Total
EM	SPOTS	64	75	75	75	75	75	75	75	74	7	670
	GRP	106.9	125.5	125.5	125.5	125.5	125.5	128.2	125.5	124.5	8.9	1121.5
	CPP	\$62.76	\$58.21	\$58.21	\$58.21	\$58.21	\$58.21	\$75.55	\$58.21	\$57.71	\$58.99	\$60.57
	STN Gross	\$6,709.00	\$7,305.00	\$7,305.00	\$7,305.00	\$7,305.00	\$7,305.00	\$9,685.00	\$7,305.00	\$7,185.00	\$525.00	\$67,934.00
Total	SPOTS	64	75	75	75	75	75	75	75	74	7	670
	GRP	106.9	125.5	125.5	125.5	125.5	125.5	128.2	125.5	124.5	8.9	1121.5
	CPP	\$62.76	\$58.21	\$58.21	\$58.21	\$58.21	\$58.21	\$75.55	\$58.21	\$57.71	\$58.99	\$60.57
	STN Gross	\$6,709.00	\$7,305.00	\$7,305.00	\$7,305.00	\$7,305.00	\$7,305.00	\$9,685.00	\$7,305.00	\$7,185.00	\$525.00	\$67,934.00

Buy Detail Report

Summary by Length

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Spot Length	Total Spots	STN Gross	PCT	Adults 21+		
				CPP	GRP	PCT
30	544	\$55,334.00	81%	\$58.22	950.5	85%
60	126	\$12,600.00	19%	\$73.68	171.0	15%
Market Total:	670	\$67,934.00		\$60.57	1121.5	